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Remarks

Claims 1 through 12 remain pending in the application.

Claim Rejections - 35 U.S.C §102

The Office Action maintains the rejection of claims 1, 5 through 8 and 12 as anticipated by Pecorino et al., Video Display Screen Cover U.S. Patent 5,264,765 (Nov. 23, 1993) under the assertion that Pecorino discloses a mountable television display concealment device capable of exposing a television display, said concealment device comprising a rigid planar panel with a front face, back face, and two side edges wherein one of the side edges is adapted for securing on a vertical surface; attachment means capable of fixedly engaging the side edges of the planar panel to one of the side edges of each support bracket; and means for pivoting the planar panel up from a first retracted position wherein the planar panel covers the television display to a second position wherein the display is visible for viewing.

Pecorino fails to disclose all of Applicant's claimed limitations. Applicant's amended claim 1 includes the limitation that the side edges of the planar panel are rigid. Also, the side edges are maintained in a rigid planar configuration when the panel is released from the first vertical configuration to the second horizontal configuration. The Pecorino disclosure is directed towards a device that rolls or spools a flexible cover about a roller. In column 2, ll. 34-37, Pecorino specifically discloses that the cover can be either a rolled cover or a pleated stack of blind sections. A rolled cover or a pleated stack of blind sections does not contain

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rigid sides. Further, a rolled cover or a pleated stack of blinds cannot maintain its side edges in a rigid planar configuration when released from a first stowed configuration to the second deployed configuration. A rolled cover would function like a pull-down window shade. In this regard, the cover would have to have flexible sides in order to be rolled and unrolled about a roller. Therefore, a roller cover cannot maintain its sides in a rigid configuration when transitioning from one position to another. Also, a pleated stack of blinds cannot maintain its sides in a rigid position when transitioning from one position to another. The rotation of the individual panels does not maintain the sides of the panels in a continuously rigid position. Therefore, a pleated stack of blinds cannot maintain its sides in a rigid configuration when transitioning from one position to another. Since Pecorino fails to disclose at least one limitation claimed by the Applicant, Pecorino fails to anticipate the Applicant's claimed invention. Therefore, withdrawal of this rejection is respectfully requested.

Claims Rejections - 35 U.S.C. §103

The Office Action maintains the rejection of claims 2 through 4 and 9 through 11 as obvious over Pecorino under the assertion that Pecorino discloses a concealment device capable of exposing a television display, but fails to disclose use of a mirror, a piece of art work or a white board and that it would have been obvious to one of ordinary skill in the art to modify Pecorino to use a mirror, a piece of art work or a white board to serve a decorative function. The Applicant respectfully traverses the rejection.

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As discussed above, the "rigid side panel" limitation has not been met. The panel in Pecorino has flexible or non-rigid sides to allow for the panel to be rolled up or spooled in a stowed position and there would be no suggestion or motivation to combine Pecorino for use with rigid side panels. The only type of cover disclosed by Pecorino is one capable of being "rolled". (see column 2, ll. 31-33). Thus, a cover used with the Pecorino device must be capable of being rolled in order to make the device functional. Therefore, the cover cannot have rigid side panels because use of rigid side panels would not allow the Pecorino device to be operable. Even conceding that blinds come in many forms with rigid components (i.e. wooden), this is not sufficient teaching to make Applicant's device obvious. A stack of blind sections as opposed to a rolled cover still does not have "rigid side edges" and could not be rolled and unrolled about a roller as disclosed in Pecorino. Also, the Pecorino device would be rendered inoperable if modified to incorporate rigid panels. A rigid panel could not be rolled and unrolled about a roller. Since Pecorino fails to teach or suggest use of a panel with rigid side edges to cover the display, since there is no motivation to combine or modify Pecorino in the manner suggested by the Office Action and since Pecorino would be rendered inoperable if modified as suggested in the Office Action, Pecorino fails to render obvious the Applicant's claimed invention. Therefore, withdrawal of the rejections is respectfully requested.

#### Conclusion

This response has addressed all of the Examiner's grounds for rejection. The rejections based on prior art have been

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traversed. Reconsideration of the rejections and allowance of the claims is requested.

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